

Rockville Pike Corridor Neighborhood Plan: Update

Community Kick-Off Meeting Summary

December 8, 2004

The Community Kick-Off Meeting for the review and update of the 1989 *Rockville Pike Corridor Neighborhood Plan* was held on December 8, 2004 at the DoubleTree Hotel – Rockville, Plaza 1 Conference/Ballroom. This meeting marked the official beginning of the planning and public involvement process for the update of the existing 1989 Plan. The purpose of meeting was to gather information regarding the positive and negative attributes of the Rockville Pike corridor, as well as solutions and recommendations to address problems in the corridor.

The corridor, which consists of Planning Area 9 and part of Planning Area 1 (Town Center), is generally bounded to the north by Richard Montgomery Drive; to the south by Rollins Avenue and Twinbrook Parkway; to the east by the Metro Red Line/CSX Railroad tracks and to the west by Fleet Street, Woodmont Country Club and East Jefferson Street.

Over 37 participants from the public attended the meeting. The participants consisted of residents, business and property owners, developers and the media. In addition, 12 City staff members assisted in the facilitated group/table discussions.

Jim Wasilak, Chief of Long Range Planning, began the meeting by explaining the purpose of the meeting, including how the update and review of the existing Plan is a priority for the Mayor and Council. In addition, Jim Wasilak discussed other planning efforts underway such as the Twinbrook Neighborhood Plan and the Twinbrook Metro Area Sector Plan, which is being facilitated by staff with The Maryland-National Capital Park and Planning Commission (M-NCPPC) for the land behind the Twinbrook Metro Station that is outside the City.

Theodis L. Perry, Jr. of the Long Range Planning Division introduced the planning area and gave a presentation on the existing Plan, including demographic and land use data. Also, Theodis L. Perry, Jr. provided information on some of the recent and proposed projects in the corridor such as Twinbrook Commons, a mixed-use development on a 26-acre site around the Twinbrook Metro Station.

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Community members participated in a facilitated discussion and exercise after the presentation. Participants at the tables were organized into five groups, and asked a set of questions by City staff members about the positive and negative attributes of the Rockville Pike corridor, as well as solutions and recommendations to address issues in the corridor. The questions focused on the following three planning elements: land use and zoning; urban form and design; and transportation and pedestrian circulation. In addition, City staff provided each group/table with an opportunity to discuss other planning issues.

Two City staff members worked with each group. The facilitated discussion at each table began with an introduction or “icebreaker.” Participants were asked questions like the following:

- Do you live in the neighborhood?
- Do you work in the neighborhood?
- Are you a business owner?

Next, City staff asked a set of designed questions regarding the positive and negative attributes of the Rockville Pike corridor based on the planning elements noted above. This portion of the community meeting was timed, with approximately 20 minutes devoted to each planning element and 15 minutes to address other planning issues, if needed. Although the meeting process was structured, staff encouraged each group to not feel rushed, and to spend time discussing matters that were important. As a result, some groups or participants did not respond to all of the questions.

The following is a summary of the responses and comments from each group. The actual comments can be found in table format following the summary.

Land Use and Zoning (Part 1)

Positive Attributes

The majority of the participants agreed that the variety of retail stores and restaurants in the Rockville Pike corridor is a positive attribute. Groups 2 and 4 mentioned that the office environment in the corridor was another positive attribute. Groups 3 and 5 described the location of the corridor as a “regional destination.” Group 1 supported this notion by mentioning the corridor’s location in proximity to the District of Columbia and how both areas are accessible by public transportation (e.g., Metro Red Line).

Negative Attributes

Responses regarding the distribution of mixed-use development throughout the corridor varied among the groups. Approximately ten participants agreed that the lack of mixed-use development throughout the corridor was a negative attribute. However, eight participants responded “Somewhat” and 13 participants did not comment during this portion of the exercise.

In terms of other negative attributes, Groups 1 and 5 indicated that there was “No continuity” and “No cohesive” development along Rockville Pike. Other comments included the lack of public spaces, as well as the lack of green spaces.

Solutions and Recommendations

The majority of the solutions and recommendations came from Groups 1, 2 and 4. Participants in these groups mentioned that more entertainment uses such as movie and dance theaters should be in the corridor. Also, more public gathering places was mentioned.

Urban Form and Design (Part 2)

Positive Attributes

The majority of participants agreed that the style and design of new projects (e.g., Congressional Village) in the Rockville Pike corridor is a positive attribute (19 votes). Groups 2 and 3 indicated that the new sidewalks and tree berms are positive attributes. Groups 1 and 3 also indicated that the redevelopment opportunities would help to improve the style and design in the corridor.

Negative Attributes

The majority of participants agreed that the overall streetscape of the corridor is poor (18 votes). Groups 2 and 5 mentioned that the utility lines are a negative attribute. Participants also mentioned the following as negative attributes: “Inconsistent massing and scale of buildings” and “Building designs are based on automobile use.” Group 4 was the only group that indicated the “Color and materials of Congressional Plaza” was a negative attribute.

Solutions and Recommendations

A number of solutions and recommendations were mentioned. Solutions to improve the streetscape included wider sidewalks, undergrounding utility lines, improving the maintenance of street trees and placing a tree berm between the road surface and sidewalk throughout the entire Rockville Pike corridor. Group 5 mentioned that an Architectural Review Committee should be established, and Group 2 mentioned that “Performance zoning (with design criteria)” as a solution to urban form and design in the corridor.

Transportation and Pedestrian Circulation (Part 3)

Positive Attributes

Proximity to both Rockville and Twinbrook Metro Stations was identified as a positive attribute by all of the groups. However, some participants commented that pedestrian access to Twinbrook Metro Station was difficult. Groups 2 and 4 mentioned that traffic on Rockville Pike is a sign of a good business environment. Group 1 also expressed this as a positive attribute (in the Results for Land Use and Zoning). Other positive attributes included MARC Rail and the accessibility of Metro by visitors and tourists.

Negative Attributes

While a number of participants mentioned that traffic is good for businesses on the corridor, they also expressed concerns about the pedestrian environment. The following comments were mentioned regarding the pedestrian environment: "Lack of crosswalks" and "Gaps in the pedestrian network." Groups 3 and 5 indicated that it was difficult walking across Rockville Pike. Other negative attributes that were mentioned included the location of bus shelters and bus stops and the lack of alternative routes to Rockville Pike.

Solutions and Recommendations

There were a myriad of solutions and recommendations mentioned by each group. Groups 1 and 5 mentioned the need for a constant shuttle bus and dedicated bus lanes. Group 2 mentioned that there should be "...more non-State control of portions of Rockville Pike" while Group 3 recommended more coordination or "Regional cooperation" with Montgomery County and the Maryland State Highway Administration. Other recommendations included a pedestrian bridge over Rockville Pike, longer timing at crosswalks, and improving pedestrian connections from the corridor to nearby residential uses.

Additional Comments

Positive Attributes

Groups had the opportunity during this portion of the meeting to continue discussions from the planning elements noted above or to discuss positive and negative attributes regarding other matters. For example, Group 1 mentioned that retail development in the corridor increases employment opportunities and Group 2 mentioned that the “Ethnic mix of the neighborhood” is a positive attribute. Other positive attributes mentioned included “Some properties are well connected” and “Progress in *environmental health*.”

Negative Attributes

Some of the responses regarding negative attributes continued to focus on the pedestrian environment. Other negative attributes mentioned included “The City’s permitting process” and “Existing, commercial strip malls.” Group 5 was the only group that commented on the possibility of the Metro Red Line lacking capacity to support additional growth in the Rockville Pike corridor.

Solutions and Recommendations

Two out of the five groups provided additional solutions and recommendations. Group 1 mentioned that the character of the corridor would improve by adding an additional row of street trees on both sides of Rockville Pike. Group 3 mentioned that the east-west corridors between I-270 and Rockville Pike needed better management and building the Inter County Connector (ICC) would reduce through traffic in the corridor. Group 1 also mentioned building the ICC (in the Results for Transportation and Pedestrian Circulation).

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Group 1

General Group Profile	
Number of participants	4
Number of participants that live within the boundary of the Rockville Pike Corridor Neighborhood	0
Number of participants that work within the boundary of the Rockville Pike Corridor Neighborhood	4
Number of participants that own a business within the boundary of the Rockville Pike Corridor Neighborhood	1
Number of participants that own land/property (e.g., commercial property, apartment complex, mixed use development) within the boundary of the Rockville Pike Corridor Neighborhood	2
Number of participants that own a business, as well as own land/property within the boundary of the Rockville Pike Corridor Neighborhood	1

Results: Land Use and Zoning (Part 1)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the variety of retail stores and restaurants within the boundary of Rockville Pike corridor is a positive attribute?	4			
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">Traffic is good for retailProximity to I-270; main artery to Frederick CountyDirect access to the District of Columbia via public transportation			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that the lack of mixed-use development (i.e., distribution of mixed use development as envisioned by the 1989 Plan) throughout the corridor is a negative attribute?	3	1		

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Indicate other negative attributes.	<ul style="list-style-type: none">• Buildings do not address the street; too many parking lots separating the stores from the road• No continuity of development along Rockville Pike• Rockville Pike developed as a suburban model
What solution or method would you propose to resolve a negative attribute or problem regarding land use and zoning within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">• Think of area as a collection of neighborhoods• Allow different heights for buildings• Increase mix of uses• Provide green space• Incorporate public parks• Improve pedestrian amenities inside shopping centers and complexes

Results: Urban Form and Design (Part 2)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the style and design of new projects (e.g., Congressional Village) within the boundary of the Rockville Pike corridor is a positive attribute?	4			
Indicate other positive attributes or things you value.	No other positive attributes indicated			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that the streetscape (which includes sidewalk pavement, signage, lighting, trees and utility lines) within the boundary of the Rockville Pike corridor is poor?	4			
Indicate other negative attributes.	<ul style="list-style-type: none">• Not pedestrian friendly• Too linear• Building designs are based on automobile use			

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What solution or method would you propose to resolve a negative attribute or problem regarding urban form and design within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">• Underground the utility lines• Widen sidewalks• Move all sidewalks away from the street; place a tree berm between the road surface and sidewalk• Incorporate more public art• Designs should address the character of the community (instead of "brand integrity")
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Results: Transportation and Pedestrian Circulation (Part 3)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the proximity and access to Twinbrook and Rockville Metro Stations is a positive attribute?	4			
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">• MARC Rail• Nearby pedestrian bridge at the Rockville Metro Station• Metro Red Line takes pressure off Rockville Pike• Visitors and tourists can access Metro			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that traffic congestion within the boundary of the Rockville Pike corridor is a negative attribute?	1	1	2	
Indicate other negative attributes.	<ul style="list-style-type: none">• Traffic on Rockville Pike is poorly managed• No sense of place in and around the Twinbrook Metro Station			
What solution or method would you propose to resolve a negative attribute or problem regarding transportation and pedestrian circulation within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">• Construct a pedestrian over-path or bridge• Create dedicated bus lanes• Grade separation at the Montrose Parkway intersection• Build the Inter County Connector (ICC)• Build the Mid County Highway• Provide a bus or light rail link to Clarksburg			

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Additional Comments

Indicate other positive attributes or things you value.	<ul style="list-style-type: none">• Employment opportunities in the retail industry• Highest commerce area in the United States• Opportunity for redevelopment• Variety of goods and services
Indicate other negative attributes.	<ul style="list-style-type: none">• Potential for road rage• Existing commercial strip malls
What solution or method would you propose to resolve a negative attribute or problem within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">• Use “boulevard” techniques to enhance the character of Rockville Pike (e.g., add an additional row of street trees next to the sidewalk on both sides of the corridor)

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Group 2

General Group Profile	
Number of participants	5
Number of participants that live within the boundary of the Rockville Pike Corridor Neighborhood	1
Number of participants that work within the boundary of the Rockville Pike Corridor Neighborhood	0
Number of participants that own a business within the boundary of the Rockville Pike Corridor Neighborhood	0
Number of participants that own land/property (e.g., commercial property, apartment complex, mixed use development) within the boundary of the Rockville Pike Corridor Neighborhood	1
Number of participants that own a business, as well as own land/property within the boundary of the Rockville Pike Corridor Neighborhood	0

Results: Land Use and Zoning (Part 1)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the variety of retail stores and restaurants within the boundary of Rockville Pike corridor is a positive attribute?	5			
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">• Specialty stores• Good office environment• Comparison shopping opportunities• Adjacent residential properties			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that the lack of mixed-use development (i.e., distribution of mixed-use development as envisioned by the 1989 Plan) throughout the corridor is a negative attribute?		1		4
Indicate other negative attributes.	<ul style="list-style-type: none">• Older, commercial strip malls• Difficulty accessing shopping centers• Lack of hardware stores			

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What solution or method would you propose to resolve a negative attribute or problem regarding land use and zoning within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">• Incorporate more entertainment uses (e.g., movie theaters, dance theaters, clubs)• More public and gathering places
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Results: Urban Form and Design (Part 2)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the style and design of new projects (e.g., Congressional Village) within the boundary of the Rockville Pike corridor is a positive attribute?	2		1	2
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">• No “big-box” development• New sidewalks and tree berms along specific sections of Rockville Pike			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that the streetscape (which includes sidewalk pavement, signage, lighting, trees and utility lines) within the boundary of the Rockville Pike corridor is poor?	5			
Indicate other negative attributes.	<ul style="list-style-type: none">• Inconsistent massing and scale of buildings• Utility lines; no undergrounding			
What solution or method would you propose to resolve a negative attribute or problem regarding urban form and design within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">• Improve maintenance of street trees• Establish performance zoning (with design criteria)• Improve signage			

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Results: Transportation and Pedestrian Circulation (Part 3)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the proximity and access to Twinbrook and Rockville Metro Stations is a positive attribute?	5			
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">Traffic on Rockville Pike is a sign of a good business environmentEfforts to improve the pedestrian environment			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that traffic congestion within the boundary of the Rockville Pike corridor is a negative attribute?			5	
Indicate other negative attributes.	<ul style="list-style-type: none">Lack of good mass transitLocation of bus shelters and bus stopsNo other alternative routes; limited to Rockville PikeLack of grid networkLack of crosswalks			
What solution or method would you propose to resolve a negative attribute or problem regarding transportation and pedestrian circulation within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">Permit more non-State control of portions of Rockville PikeImprove the design and engineering of driving lanes on Rockville PikeImprove pedestrian connections from Rockville Pike to residential uses			

Additional Comments

Indicate other positive attributes or things you value.	<ul style="list-style-type: none">Ethnic mix of the neighborhood
Indicate other negative attributes.	<ul style="list-style-type: none">Timing of traffic lights
What solution or method would you propose to resolve a negative attribute or problem within the boundary of the Rockville Pike corridor?	No solution or method provided

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Group 3

General Group Profile	
Number of participants	7
Number of participants that live within the boundary of the Rockville Pike Corridor Neighborhood	1
Number of participants that work within the boundary of the Rockville Pike Corridor Neighborhood	2
Number of participants that own a business within the boundary of the Rockville Pike Corridor Neighborhood	2
Number of participants that own land/property (e.g., commercial property, apartment complex, mixed use development) within the boundary of the Rockville Pike Corridor Neighborhood	3
Number of participants that own a business, as well as own land/property within the boundary of the Rockville Pike Corridor Neighborhood	2

Results: Land Use and Zoning (Part 1)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the variety of retail stores and restaurants within the boundary of Rockville Pike corridor is a positive attribute?	7			
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">Proximity to Metro StationRockville Pike is a regional destinationOpportunity for redevelopment			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that the lack of mixed-use development (i.e., distribution of mixed use development as envisioned by the 1989 Plan) throughout the corridor is a negative attribute?			1	6

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Indicate other negative attributes.	<ul style="list-style-type: none">• Lack of public parking facilities• Loss of neighborhood shopping services• The location of Rockville Pike is constrained by the geography of the area/adjacent land uses• Current land uses do not support alternative forms of transportation
What solution or method would you propose to resolve a negative attribute or problem regarding land use and zoning within the boundary of the Rockville Pike corridor?	No solution or method provided

Results: Urban Form and Design (Part 2)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the style and design of new projects (e.g., Congressional Village) within the boundary of the Rockville Pike corridor is a positive attribute?	7			
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">• New sidewalks and tree berms• Opportunity to improve the style and design of new projects through redevelopment			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that the streetscape (which includes sidewalk pavement, signage, lighting, trees and utility lines) within the boundary of the Rockville Pike corridor is poor?	5		2	
Indicate other negative attributes.	<ul style="list-style-type: none">• Service drive reinforces suburban character• No tree berm between the road surface and sidewalk along some areas of Rockville Pike• Poor parking lot design and circulation			

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What solution or method would you propose to resolve a negative attribute or problem regarding urban form and design within the boundary of the Rockville Pike corridor?	No solution or method provided
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Results: Transportation and Pedestrian Circulation (Part 3)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the proximity and access to Twinbrook and Rockville Metro Stations is a positive attribute?			7	
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">• Vehicular access to Metro Station			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that traffic congestion within the boundary of the Rockville Pike corridor is a negative attribute?			7	
Indicate other negative attributes.	<ul style="list-style-type: none">• Parking lots too close to Rockville Pike• Difficulty walking across Rockville Pike• No parallel road to Rockville Pike• SHA operates Rockville Pike as a through road• Gaps in pedestrian network• CSX Railroad tracks are a barrier for pedestrians• No crosswalks near residential land uses• Pedestrian access to Metro Stations			
What solution or method would you propose to resolve a negative attribute or problem regarding transportation and pedestrian circulation within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">• Regional cooperation; improve coordination with SHA and Montgomery County			

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Additional Comments

Indicate other positive attributes or things you value.	<ul style="list-style-type: none">• Opportunity for above grade pedestrian connection• Some properties are well connected• Potential for Chapman Avenue extension
Indicate other negative attributes.	<ul style="list-style-type: none">• Lack of buses and bus shelters• Conflicts with service drive• Lack of bike paths• Lack of green space and open space• Street trees that block building facades• Large trucks unable to make turns in the service drive
What solution or method would you propose to resolve a negative attribute or problem within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">• Build the Inter County Connector (ICC) to help reduce through traffic• Establish a comprehensive transportation plan• Improve the pedestrian and bicycle network• Manage east-west corridors between I-270 and Rockville Pike

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Group 4

General Group Profile	
Number of participants	7
Number of participants that live within the boundary of the Rockville Pike Corridor Neighborhood	2
Number of participants that work within the boundary of the Rockville Pike Corridor Neighborhood	2
Number of participants that own a business within the boundary of the Rockville Pike Corridor Neighborhood	1
Number of participants that own land/property (e.g., commercial property, apartment complex, mixed use development) within the boundary of the Rockville Pike Corridor Neighborhood	1
Number of participants that own a business, as well as own land/property within the boundary of the Rockville Pike Corridor Neighborhood	1

Results: Land Use and Zoning (Part 1)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the variety of retail stores and restaurants within the boundary of Rockville Pike corridor is a positive attribute?	5			2
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">• Open space from Woodmont Country Club• Proximity to Twinbrook Metro Station• Plenty of commercial space• Adjacent residential properties			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that the lack of mixed-use development (i.e., distribution of mixed-use development as envisioned by the 1989 Plan) throughout the corridor is a negative attribute?	3	1	3	
Indicate other negative attributes.	<ul style="list-style-type: none">• Lack of public spaces• Lack of public recreation facilities			

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What solution or method would you propose to resolve a negative attribute or problem regarding land use and zoning within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">• Incorporate more entertainment uses (e.g., movie theaters, dance theaters, clubs)• Provide more public and gathering places
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Results: Urban Form and Design (Part 2)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the style and design of new projects (e.g., Congressional Village) within the boundary of the Rockville Pike corridor is a positive attribute?		3	2	2
Indicate other positive attributes or things you value.	No other positive attributes provided			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that the streetscape (which includes sidewalk pavement, signage, lighting, trees and utility lines) within the boundary of the Rockville Pike corridor is poor?	1	1	5	
Indicate other negative attributes.	<ul style="list-style-type: none">• Color and materials of Congressional Plaza• Poorly executed residential projects			
What solution or method would you propose to resolve a negative attribute or problem regarding urban form and design within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">• More lasting and tasteful materials in projects• Improve pedestrian connections and condition of sidewalks• Improve the aesthetics of the streetscape			

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Results: Transportation and Pedestrian Circulation (Part 3)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the proximity and access to Twinbrook and Rockville Metro Stations is a positive attribute?	7			
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">Proximity to Metro Stations increases the value of adjacent residential propertiesTraffic on Rockville Pike is good for business			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that traffic congestion within the boundary of the Rockville Pike corridor is a negative attribute?		5	2	
Indicate other negative attributes.	<ul style="list-style-type: none">Lack of sidewalk connectivity			
What solution or method would you propose to resolve a negative attribute or problem regarding transportation and pedestrian circulation within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">Improve pedestrian safety			

Additional Comments

Indicate other positive attributes or things you value.	<ul style="list-style-type: none">Progress in "environmental health"
Indicate other negative attributes.	<ul style="list-style-type: none">The City's permitting processOngoing concerns about pedestrian safetyThe functionality of sidewalks is better than the aesthetics
What solution or method would you propose to resolve a negative attribute or problem within the boundary of the Rockville Pike corridor?	No solution or method provided

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Group 5

General Group Profile	
Number of participants	12
Number of participants that live within the boundary of the Rockville Pike Corridor Neighborhood	0
Number of participants that work within the boundary of the Rockville Pike Corridor Neighborhood	2
Number of participants that own a business within the boundary of the Rockville Pike Corridor Neighborhood	2
Number of participants that own land/property (e.g., commercial property, apartment complex, mixed use development) within the boundary of the Rockville Pike Corridor Neighborhood	2
Number of participants that own a business, as well as own land/property within the boundary of the Rockville Pike Corridor Neighborhood	2

Results: Land Use and Zoning (Part 1)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the variety of retail stores and restaurants within the boundary of Rockville Pike corridor is a positive attribute?	6		3	3
Indicate other positive attributes or things you value.	<ul style="list-style-type: none">Smaller, niche storesRockville Pike is a regional destination			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that the lack of mixed-use development (i.e., distribution of mixed use development as envisioned by the 1989 Plan) throughout the corridor is a negative attribute?	4		5	3
Indicate other negative attributes.	<ul style="list-style-type: none">No cohesive relationship between propertiesSmall lots			

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What solution or method would you propose to resolve a negative attribute or problem regarding land use and zoning within the boundary of the Rockville Pike corridor?	No solution or method provided
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Results: Urban Form and Design (Part 2)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the style and design of new projects (e.g., Congressional Village) within the boundary of the Rockville Pike corridor is a positive attribute?	6	1	5	
Indicate other positive attributes or things you value.	No additional positive attributes provided			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that the streetscape (which includes sidewalk pavement, signage, lighting, trees and utility lines) within the boundary of the Rockville Pike corridor is poor?	3	3	2	4
Indicate other negative attributes.	<ul style="list-style-type: none">No utility undergrounding on the corridorMarlo Furniture storeLack of green spaceLack of design and development coordinationLighting			
What solution or method would you propose to resolve a negative attribute or problem regarding urban form and design within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">Establish an Architectural Review Committee			

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Results: Transportation and Pedestrian Circulation (Part 3)

Positive Attributes	Yes	No	Somewhat	No Response
Do you agree that the proximity and access to Twinbrook and Rockville Metro Stations is a positive attribute?	8	3		1
Indicate other positive attributes or things you value.	No additional positive attributes provided			

Negative Attributes	Yes	No	Somewhat	No Response
Do you agree that traffic congestion within the boundary of the Rockville Pike corridor is a negative attribute?	9	3		
Indicate other negative attributes.	<ul style="list-style-type: none">Lack of separation or distance between the road surface and sidewalkDifficulty walking across Rockville Pike			
What solution or method would you propose to resolve a negative attribute or problem regarding transportation and pedestrian circulation within the boundary of the Rockville Pike corridor?	<ul style="list-style-type: none">Improve crosswalk signalization; longer timingExtend East Jefferson StreetRun a constant shuttle bus on Rockville Pike or on the service drive			

Additional Comments

Indicate other positive attributes or things you value.	No additional positive attributes provided
Indicate other negative attributes.	<ul style="list-style-type: none">The possibility of the Metro Red Line lacking capacity to handle the additional housing units in the Rockville Pike corridor
What solution or method would you propose to resolve a negative attribute or problem within the boundary of the Rockville Pike corridor?	No solution or method provided